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| Theorist | Concept | Particip | Procedure of Experiment/Study | Results | Conclusion | Limitations | Gender and culture diffs |
| **Bandura** | Social Learning Theory: We learn by seeing others perform a behavior. We also observe the consequences.  We imitate the behaviors that are reinforced.  More likely to imitate those we relate to or admire.  More likely to imitate same sex. | Children | Bobo Doll Exp:  Children watched an adult model various behaviors. Children were then placed in “play area” to see how they would behave. | Children who witnessed aggressive behavior played more aggressively. Boys were more aggressive than girls. Girls were more creative than boys. | We learn behaviors by observing our environment.  Aggression is learned | Does not account for how we learn novel behavior.  Toys only had one purpose.  Not real world – not hurting real people |  |